Factories list auction dates

Continued from Page 172

Feb. 14—Big H Auto Auction, 701 N. Shepherd Dr., Houston; 166 Auto Auction, 2944 W. Sunshine, Springfield, Mo.

Feb. 19—Metro Auto Auction of Kansas City, 101 W. Oldham Pkwy., Lee's Summit, Mo.

Feb. 20—Dallas Auto Auction, 4226 E. Main, Dallas; Lakeland Auto Auction, I-4 at Hwy. 33, Lakeland, Fla.; Golden Gate Auto Auction, 6010 Stevenson Blvd., Fremont, Calif.

Feb. 21 — Skyline Auto Exchange, 100 Rte. 46, Fairfield, N. J.

Feb. 27—Central States Auto Auction, 824 S. Taft, Mason City, Ia.

Feb. 28—Northway Exchange, Rte. 146, Clifton Park, N. Y.; Columbus Fair Auto Auction, 4700 Groveport Rd., Obetz, O.

Automotive News

Detroit, February 18, 1980

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Baby Ford wagon

Jim Piegue

Escort prepped for '81

Unofficial photos show four-door wagon version of the front-drive Ford Escort, which will debut, along with a two-door hatchback, in 1981. Mercury's version, the Lynx, will also be offered as a two-door hatchback and four-door wagon. Standard engine will be a 1.3-liter or 1.6-liter inline four. Escort, left, has horizontal-bar grille, while Mercury Lynx has vertical format grille.

Fight over import growth dominates NADA meeting

By Robert M. Lienert
Editor

NEW ORLEANS.—The NADA convention here last week nearly got away from NADA.

Going in, the convention program had been geared to energy as the leading topic of concern. The formal program stuck pretty much to that track, but in the overall picture, energy was relegated to a distant second place.

The spectre of a rising import tide clearly dominated major addresses, peripheral sessions, press conferences and corridor conversations.

It became such a bitter bone of contention that the incoming NADA president, Denver's George S. Irvin, decided during the convention to go to Japan himself to urge manufacturers to build plants in the U. S.

He made the announcement at the convention's closing session.

Irvin told AUTOMOTIVE NEWS that on his trip to Japan — for which no date has been set—he will see as many manufacturers as possible, including those in which U. S. makers hold a financial interest.

"I'll be gone as long as it takes to get the job done," he said, but in the next breath he said, "I don't expect to get commitments."

(In Tokyo, the Ministry of International Trade and Industry said the Japanese government has urged Toyota and Nissan to limit exports and to launch production in the U. S. An MITI spokesman said the government couldn't force the auto makers to follow its suggestion and, even if they did, it would take a lot of time and money.

(MITI also said it plans to send Haohiro Amaya, vice minister for foreign affairs, to Washington for discussions designed to avoid an automotive trade war between Japan and the U. S.

(Officials of Honda Motor Co. told UAW President Douglas Fraser that the factory they will build in Ohio will be larger than previously announced, the Detroit Free Press reported.

(The new plant will include a stamping plant and facilities for parts fabrication, the newspaper said).

Until Irvin spoke, the convention's buzz words had been "local content," "free trade," "fair trade," "protectionism" and "quotas."

• Consensus of those attacking imports was that the time has come to curtail the free and burgeoning market that imports have enjoyed up till now.

On the other side were those who held that imports are selling well because they offer the products Americans want, and if the U. S. industry can't offer that kind of car, let it stay in trouble.

NADA, with members in both camps, did its best to straddle the fence on the issue.

NADA directors obviously did not anticipate the dust-up and in effect, got the convention off on the wrong foot. In action taken here just before the convention formally opened, NADA directors passed a resolution declaring the association opposed any form of quota or tariff on imported vehicles.

Such restraints, said the direc-

Continued on Page 33, Col. 1

Imports vow allout battle against curbs

By Robert W. Irvin
Editor-at-Large

NEW ORLEANS. — Auto importers have vowed an allout fight in Washington against efforts by the domestic car makers to curb Japanese sales in the American market.

The importers oppose calls by American industry executives for legislation to limit foreign-car sales unless the Japanese agree to build auto manufacturing plants in the U. S.

The Japanese accounted for about 70 percent of the record 2.3 million import cars sold in this country last year.

The battle lines were drawn during the NADA convention here last week.

First, the Japanese came under attack in a series of statements and speeches by Chrysler Chairman Lee A. Iacocca, General Motors Executive Vice President Roger B. Smith and Ford Executive Vice President William O. Bourke.

They warned that the future of the American auto industry was being jeopardized by growing import sales which reached 27 percent of the overall market in January.

Then came the import counter-attack led by Robert McElwaine, president of the American Imported Automobile Dealers Assn. (AIADA). He accused the U. S. industry executives of hypocritically trying to stifle Japanese competition while owning shares of companies in Japan themselves.

The several hundred dealers and import auto executives who heard McElwaine at a luncheon meeting then passed a resolution which "deplored" the proposals to establish a local content law on cars sold in the U. S.

Such a law would directly threaten the imports' present marketing setup by forcing them to build their cars here if they wanted to continue thriving in the American market.

The AIADA held its 10th an-

Continued on Page 36, Col. 1

Unit total dips 63,000 to 1,598,548

New-car supply trimmed to 71 days

By Richard A. Wright
Assistant Managing Editor

The domestic auto makers continued to trim their new-car inventories during January, slicing some 63,000 from the total after cutting out more than 100,000 units the preceding month.

The industry has 1,598,548 new U. S.-built cars in stock Feb. 1, a 71-day supply. This was down from 1,661,718 Jan. 1, a 75-day supply. A year earlier,

Table on Page 34.

the industry had 1,884,772 new cars in stock Feb. 1, a 76-day supply.

Chrysler Corp. and American Motors bucked the industry trend and boosted their days-supply figures during the month, although Chrysler's unit count actually declined slightly.

Chrysler had a 120-day supply Feb. 1, compared with a 113-day stock a month earlier, while AMC saw its inventory rise to a 104-day supply, compared with a 78-day stock Jan. 1.

• Ford Motor Co. accounted for the lion's share of the industry's unit count decline during the month and opened February with an 83-day supply, compared with 86 days a month earlier.

General Motors cut its unit count slightly and trimmed its days-supply figure from 65 to 60. GM had the only shortages in the domestic industry, as its X-body cars continued to sell as fast as they could be built.

Volkswagen of America saw its inventory of U. S.-built Rabbits slide from a 42-day supply Jan. 1 to a slim 29-day stock.

The Feb. 1 domestic new-car inventory was divided this way: GM, 54.55 percent; Ford Motor Co., 25.85 percent; Chrysler Corp., 15.69 percent; AMC, 2.97 percent, and VWoA, 0.94 percent.

A month earlier, the new-car inventory was divided this way: GM, 52.78 percent; Ford Motor Co., 27.74 percent; Chrysler Corp., 15.49 percent; AMC, 2.69 percent, and VWoA, 1.30 percent.

• By size class, stocks of every segment except luxury were trimmed in January, with the biggest cut in subcompacts.

Subcompacts were in 58½-day supply Feb. 1, compared with 75½ days a month earlier. Compacts were down to 62 days from 65.

The industry had an 81-day supply of intermediates, down from 87 days; an 84-day stock of standards, down from 91 days, and a 63-day supply of luxury cars, up from 53 days a month earlier.

The Feb. 1 inventory was divided this way among the size classes: Subcompact, 16.30 percent; compact, 23.77 percent; intermediate, 33.10 percent; standard, 20.60 percent, and luxury, 6.23 percent.

A month earlier, the inventory was divided by size class as follows: Subcompact, 16.47

Continued on Page 34, Col. 4

breaking news

Sneva, Toms testify for Ford

WINAMAC, Ind. — Tom Sneva, internationally known race driver, appeared as a witness for Ford Motor Co. in the Pinto trial here. Sneva, 31, who has finished second twice in the Indianapolis 500, was involved in a spectacular fiery crash at 180 MPH in the 1975 race. Gas tank design and safety are important parts of the Pinto case. Douglas Toms, former head of NHTSA, also testified for Ford. He talked of the early days of the agency and how it set priorities.

California eyes gasohol certification tests

SACRAMENTO. — If the use of gasohol becomes widespread in the state, the California Air Resources Board may require vehicle manufacturers to run exhaust and evaporative emissions tests on that fuel. A CARB official said the agency is concerned that the higher vapor pressure of gasohol may cause some cars to fail to meet the state's emission standards. A hearing on a separate certification procedure for gasohol is scheduled for March 26 in Los Angeles.

Honda to hike production capacity

TOKYO.—Honda plans to raise its auto production capacity from 800,000 to 900,000 a year by next spring. The firm exported 65 percent of its car output during 1979.

See BREAKING NEWS, Page 39, Col. 1

NEWSPAPER

NEW-CAR STOCK

New-car days-supply figures, U.S. makes:

	Feb. 1, 1980	Jan. 1, 1980	Feb. 1, 1979
Spirit	94½	98	177
Concord	109	76	132
Eagle	107	57	—
Pacer	128½	110½	204
AMERICAN MTRS.	104	78	152
Horizon	72½	93	69
Volare	143½	99	120
Gran Fury	142	140	—
Plymouth	98	97	95
LeBaron	145	112	113½
Cordoba	154	132	140½
Chrysler	163	131	128
Chrysler	153	124	125
Omni	74	89	58
Aspen	150	111	130½
Diplomat	221	165	167
Mirada	163	164½	180
St. Regis	115	177	382
Dodge	109	119	120
CHRYSLER CORP.	120	113	113½
Pinto	80	115	101
Mustang	84	99	77
Fairmont	63	69	116
Granada	106	98	110
Thunderbird	108	88	60
Ford	103	88	130
Ford	84	89	98½
Bobcat	79	105	106
Capri	79	88	76
Zephyr	58	62	117
Monarch	85	77	107
Cougar XR-7	101	92	76
Mercury	63	68	108
Mercury	77	80	96
Versailles	95	71	108
Lincoln	120	94	46
Mark VI	86	67	62
Lincoln	100	76	61
FORD MOTOR CO.	83	86	95
Skyhawk	105	168½	63½
Skylark	16	14½	72½
Century	40	47	66
Regal	57½	71½	59
LeSabre	100	79	46
Electra	68½	70	56
Riviera	63	50	26
Buick	51½	57	54
Seville	62	46	58
Cadillac	59	47	33
Eldorado	36½	31	34
Cadillac	55	44	37
Chevette	43	49½	67
Monza	60	85	61
Citation	29	26	87
Camaro	95½	106	35
Malibu	75	81½	77
Monte Carlo	99	99½	105
Chevrolet	94	93	66
Corvette	47	48	33
Chevrolet	65	70	71
Starfire	72½	152	60
Omega	22	23	73
Cutlass	40	55	55
Supreme	54	73	48
Olds 88	50	51½	27
Olds 98	51	48	35
Toronado	46	51	29
Oldsmobile	47	57	41
Sunbird	59	85	58
Phoenix	13	17	105
Firebird	101	105	32½
LeMans	91½	96	88
Grand Prix	95½	95	84
Pontiac	80	71½	70
Pontiac	72	78	68
GENERAL MOTORS	60	65	59½
VOLKSWAGEN	29	42	29
TOTAL CARS, U.S.	71	75	76

New-car stock cut to 71 days

Continued from Page 1

percent; compact, 23.84 percent; intermediate, 32.90 percent; standard, 20.94 percent, and luxury, 5.85 percent.

• The Feb. 1 days-supply figures by market class were:

Subcompact—Rabbit, 29; Chevette, 43; Sunbird, 59; Monza, 60; Horizon, 72½; Starfire, 72½; Omni, 74; Bobcat, 79; Pinto, 80; Spirit, 94½, and Skyhawk, 105.

Compact—Phoenix, 13; Skylark, 16; Omega, 22; Citation, 29; Zephyr, 58; Fairmont, 63; Capri, 79; Mustang, 84; Camaro, 95½; Firebird, 101; Eagle, 107; Concord, 109; Pacer, 128½; Volare, 143½, and Aspen, 150.

Intermediate — Cutlass, 40; Century, 40; Supreme, 54; Regal, 57½; Malibu, 75; LeMans, 81½; Monarch, 85; Grand Prix, 95½; Monte Carlo, 99; LTD II, 100; XR-7, 101; Granada, 106; Thunderbird, 108; LeBaron, 145; Cordoba, 154; Mirada, 163, and Diplomat, 221.

Standard—Olds 88, 50; Olds 98, 51; Mercury, 63; Electra, 68½; Pontiac, 80; Chevrolet, 94; LeSabre, 100; Ford, 103; St. Regis, 115; Gran Fury, 142, and Chrysler, 163.

Luxury—Eldorado, 36½; Toronado, 46; Corvette, 47; Cadillac, 59; Seville, 62; Riviera, 63; Mark IV, 86; Versailles, 95, and Lincoln, 120.

23,379 outlets left to handle domestic new cars

672 dealerships fold during 1979

By John K. Teahen Jr.
Managing Editor

For the domestic auto dealer population, the Seventies ended just as they began. In 1979, as in 1970, the results were just plain awful.

Last year saw a decline of 672 domestic new-car dealerships. It was the worst year since 1970, when the total dropped by 945. In 1978, the dip amounted to only 96 establishments.

The latest AUTOMOTIVE NEWS census found 23,379 outlets handling domestic makes of passenger cars on Jan. 1, compared with 24,051 a year earlier.

Each of the Big Three shared in the loss, but embattled Chrysler Corp. was the major participant. Chrysler endured a drop of 367 dealerships in 1979, which represented 7.67 percent of its total dealer organization. This means that one out of 13 Chrysler Corp. dealerships doing business at the beginning of 1979 is no longer in operation.

General Motors and Ford Motor had lesser falloffs — 140 for GM and 125 for Ford. American Motors ran counter to the trend by adding 40 outlets during the year.

That's a net drop of 592 outlets. The other 80 resulted from a change in the number of intercorporate duals—AMC links with Big Three makes. It means that while AMC's individual total was up, the company also contributed to the industry's decline since its dualing did not add anything to the overall count. The new dual was already in business before taking on AMC. There are fewer AMC-only deals now than there were a year ago.

U. S. CAR OUTLETS

	Jan. 1, 1980	Jan. 1, 1979
American Motors	1,701	1,661
Chrysler Corp.	4,419	4,786
Ford Motor Co.	6,514	6,639
General Motors	11,425	11,565
TOTALS	24,059	24,651
Minus Intercorporate Duals	680	600
NET OUTLETS	23,379	24,051

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All figures in this article and in the accompanying tables refer to the net change in the dealership population, both for the individual corporations and car lines and for the industry as a whole.

• Last year marked the 24th consecutive year that the domestic dealer count has declined. The last increase was in 1955.

Since that time, the industry's total has skidded from 41,018 to the present 23,379, a dip of 43 percent.

It was, of course, a different industry in 1955. The industry had just come out of the seller's market and subsequent overdealering that followed World War II. There were a lot more makers of cars—gone from the scene are such onetime standbys as Nash, Hudson, Studebaker, Packard and DeSoto.

And the trend toward fewer but larger dealerships was in its infancy. There were countless "mom 'n' pop shops" a quarter-century ago. The small dealership still exists, but not in its 1955 form.

A better barometer—and still a distressing one—is the experience of the Seventies. In the past decade, the dealer count declined every year, dropping from 27,071 on Jan. 1, 1970, to the current 23,379. That's a slide of 3,692, or 13.6 percent.

Lack of profit was a major reason for the slip last year, just as it has been in every other year. Contributing to the 1979 situation were the overall sales drop, the customers' reluctance to buy bigger gas-hungry autos and the staggering increases in floor-plan rates.

• A disturbing factor in 1979 was the increase in dealer attrition during the second half of the year.

For each of the Big Three, the second half was a lot rougher than the first. Chrysler lost 76 dealers in the first half and 291 in the second. Ford Motor

Continued on Page 37, Col. 1

RETAIL OUTLETS, U. S. MAKES OF PASSENGER CARS
1980 VS. 1979
(Estimated by Automotive News)

	Jan. 1, 1980				Jan. 1, 1979			
	Exclusives (within Corp.)	Multiples (within Corp.)	Total Franchises	Net Dealers	Exclusives (within Corp.)	Multiples (within Corp.)	Total Franchises	Net Dealers
AMERICAN MOTORS	1,701	0	1,701	1,701	1,661	0	1,661	1,661
CHRYSLER CORP.	1,346	7,162	8,508	4,419	1,441	7,733	9,174	4,786
Chrysler	0	3,071	3,071		0	3,343	3,343	
Dodge	1,314	1,330	2,644		1,405	1,411	2,816	
Plymouth	32	2,761	2,793		36	2,979	3,015	
FORD MOTOR CO.	3,604	6,430	10,034	6,514	3,691	6,499	10,190	6,639
Ford	3,578	1,909	5,487		3,654	1,910	5,564	
Lincoln	0	1,612	1,612		0	1,642	1,642	
Mercury	26	2,909	2,935		37	2,947	2,984	
GENERAL MOTORS	6,470	10,620	17,090	11,425	6,565	10,645	17,210	11,565
Buick	865	2,185	3,050		880	2,170	3,050	
Cadillac	285	1,345	1,630		275	1,360	1,635	
Chevrolet	3,785	2,090	5,875		3,845	2,105	5,950	
Oldsmobile	740	2,575	3,315		750	2,580	3,330	
Pontiac	795	2,425	3,220		815	2,430	3,245	
TOTALS	13,121	24,212	37,333	24,059	13,358	24,877	38,235	24,651
Minus Intercorporate Duals				680				600
NET DEALERS				23,379				24,051

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23,379 outlets left to handle domestic new cars

672 dealerships fold during 1979

Continued from Page 2

was down 40 in the first half and 85 in the second. GM dipped 15 in the first half and 125 in the second.

Last year started out with a loss of 86 dealerships in the first quarter, a sizeable number. The dip tapered off to 47 in the second quarter.

But the third quarter was a disaster for the industry with a decline of 330 outlets. It was the largest single-quarter drop in the 18 years AUTOMOTIVE NEWS has been compiling dealer totals on a quarterly basis.

The fourth quarter wasn't so horrendous, but it was plenty bad with a fadeout of 209 more dealerships. It was the worst performance for that period since 1970.

Put 'em all together and they spell a drop of 672 outlets for the year.

Here are the AUTOMOTIVE NEWS quarterly census figures for 1979:

Jan. 1, 1979	24,051
April 1, 1979	23,965
July 1, 1979	23,918
Oct. 1, 1979	23,588
Jan. 1, 1980	23,379

• On the franchise side, every Big Three except Buick was down, but the year was rougher for some than for others.

Each of Chrysler Corp.'s three lines experienced a considerable drop. Chrysler was down 272 franchises, Plymouth lost 222 and Dodge fell 172.

Ford Motor's losses were lighter but were still a good bit higher than in recent years which have seen Lincoln-Mercury adding franchises. For the year, Ford Division was down 77 franchises; Mercury showed a dip of 49, and Lincoln was off 30.

At General Motors, the franchise alterations for the year ranged all over the ball park. Buick held steady—no change at all in the total. Cadillac was down just five and there were slips of 15 for Oldsmobile and 25 for Pontiac. Chevrolet lost 75 points, virtually the same downturn as Ford Division.

Chevrolet continues to lead the industry with 5,875 franchises, followed by Ford with 5,487. Next in line are Oldsmobile, 3,315; Pontiac, 3,220; Chrysler, 3,071, and Buick, 3,050.

The year saw Cadillac move ahead of Lincoln in the luxury field. The latest count is Cadillac, 1,635; Lincoln, 1,612. A year earlier, Lincoln led, 1,642 to 1,635.

• American Motors notched its second consecutive yearly gain in dealerships in 1979, the first time the company has done that since 1962-63. AMC's total rose 49 in 1978 and 40 last year. It was 1,701 on Jan. 1.

But the number of AMC duals with Big Three makes has gone up even more—63 in 1978 and 80 in 1979. That means, as measured above, that while the AMC total is up, there are fewer AMC-only outlets than there were two years ago.

The rise in intercorporate duals shows that Big Three dealers find AMC a much more desirable companion than they did a few years ago. This is great for AMC since it enhances the number of the company's selling points. But the AMC growth doesn't help the industry's dealership total because as noted above, all those Big Three outlets were in business before they added AMC.

The company's current number of duals with Big Three cars is 668, up from 588 at the beginning of 1979 and 525 a year before that. The present figure is the highest since mid-1971.

Chrysler Corp. suffered through a discouraging year with a loss of 367 dealerships. It was the company's biggest dropoff since 1961. The corporation's car-dealer total was 4,419 on Jan. 1.

The first half wasn't too bad for Chrysler, with a slip of 76 outlets. But the third quarter was a disaster—165 stores bowed out. The fourth quarter brought an additional dip of 126 sites.

The drop of 367 compares with a decline of only 36 in 1978 and a gain of 11 in 1977.

Franchise totals at the beginning of this year were: Chrysler, 3,071; Plymouth, 2,793, and Dodge, 2,644. As noted, each make is down considerably from a year earlier.

In addition to its 4,419 car dealers, Chrysler Corp. has four listed as "DeSoto exclusives" and 11 that handle only Dodge trucks. The 15 are not included in the corporate car-dealer total, and the 11 truck-only spots are not included in the Dodge car franchise total.

Ford Motor showed a decline of 125 outlets for 1979, its biggest dip since 1970. The company had 6,514 car dealers on Jan. 1.

The year's falloff of 125 sites compares with a slip of four in 1978 and a gain of six in 1977.

Franchise totals at the beginning of this year were: Ford, 5,487; Mercury, 2,935, and Lincoln, 1,612.

Ford Motor has 90 dealerships that handle only the company's heavy-duty trucks. They are not included in the company's total number of car outlets, and they are not included in the Ford Division car-franchise count.

At General Motors, the year brought a dip of 140 outlets, GM's steepest since 1974. In 1978, the downturn amounted to 45.

Franchise totals on Jan. 1 were: Chevrolet, 5,875; Oldsmobile, 3,315; Pontiac, 3,220; Buick, 3,050, and Cadillac, 1,630.

RETAIL OUTLETS
U. S. CARS, 1947-1980

Date	No. of Retail Outlets	Pct. Gain or Loss from Previous Year
Jan. 1, 1947	45,580	
Jan. 1, 1948	46,092	+1.12
Jan. 1, 1949	49,173	+6.68
Jan. 1, 1950	46,821	−4.78
Jan. 1, 1951	47,543	+1.54
Jan. 1, 1952	46,014	−3.22
Jan. 1, 1953	45,191	−1.79
Jan. 1, 1954	41,910	−7.26
Jan. 1, 1955	40,374	−3.66
Jan. 1, 1956	41,018	+1.60
Jan. 1, 1957	37,982	−7.40
Jan. 1, 1958	37,188	−2.09
Jan. 1, 1959	35,077	−5.68
Jan. 1, 1960	33,658	−4.05
Jan. 1, 1961	32,482	−3.49
Jan. 1, 1962	31,331	−3.54
Jan. 1, 1963	30,853	−1.53
Jan. 1, 1964	30,827	−0.08
Jan. 1, 1965	30,691	−0.44
Jan. 1, 1966	30,278	−1.35
Jan. 1, 1967	28,422	−6.14
Jan. 1, 1968	27,784	−2.24
Jan. 1, 1969	27,486	−1.07
Jan. 1, 1970	27,071	−1.51
Jan. 1, 1971	26,126	−3.49
Jan. 1, 1972	25,621	−1.93
Jan. 1, 1973	25,441	−0.70
Jan. 1, 1974	25,349	−0.36
Jan. 1, 1975	24,980	−1.46
Jan. 1, 1976	24,453	−2.11
Jan. 1, 1977	24,268	−0.76
Jan. 1, 1978	24,147	−0.50
Jan. 1, 1979	24,051	−0.40
Jan. 1, 1980	23,379	−2.79

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Period's 146,847 is down 31 percent from '79

Domestic-car sales hit 19-year low

By Jenny L. King
Staff Writer

Early February domestic new-car sales plunged 31.16 percent to the lowest total in 19 years, skidding to 146,847 from 213,316 last year. Back in 1961 U. S. auto makers bottomed out at 116,947, while the period record, 272,784, was set in 1973.

On a daily rate basis, Feb. 1-10 sales declined 22.56 percent. There were eight selling days this year compared with nine in 1979.

Corporate losses ranged from 24.54 percent at Chrysler to 50.23 percent at Ford.

General Motors sales dropped 24.78 percent to 97,303 from 129,363 in 1979. Ford Motor Co. sales plummeted 50.23 percent to 28,018 from 56,294. Chrysler Corp. reported sales of 16,684, 24.54 percent behind last year's 22,109.

Volkswagen of America reported its second sales drop since it began to market U. S.-made Rabbits in August of 1978. Rabbit sales totaled 1,942, down 31.86 percent from 2,850. Estimated sales of American Motors passenger cars was 2,900, up 7.41 percent over 2,700.

GM continued its unbroken 1980 string of periods with over 60 percent of the domestic market, earning 66.26 percent, up from 60.64 percent last year. Ford's share of the market dropped to 19.08 percent from 26.39 percent. Chrysler sales accounted for 11.36 percent, up from 10.36 percent.

AMC earned an estimated 1.98 percent, up from 1.27 percent, and VWoA sales represented 1.32 percent, down from 1.34 percent.

• Twelve of the 13 domestic makes were down for the period. The worst losses were reported by Ford's Lincoln-Mercury Division, where Mercury sales were down 53.11 percent and Lincoln was down 61.22 percent. Ford sales dropped 48.23 percent.

At GM, Cadillac suffered the heaviest loss with a 41.45 percent decline. Buick, on the other hand, reported the smallest gap, 12.40 percent.

Plymouth sales were down 21.89 percent, Chrysler slipped 27.36 percent and Dodge was off 25.35 percent.

Chevrolet Chevette was the top-selling nameplate in early February, with sales of 9,087. It was followed by Chevrolet Citation at 8,128, full-size Chevrolet at 7,230, Oldsmobile Cutlass Supreme at 6,947 and Oldsmobile Cutlass at 6,255.

Year-to-date sales totaled 734,586, which was 14.37 percent below the 857,905 recorded through Feb. 10, 1979.

DOMESTIC SALES

	Feb. 1-10, 1980	Feb. 1-10, 1979
AMERICAN MOTORS	2,900†	2,700†
Chrysler	3,712	5,110
Plymouth	6,386	8,176
Dodge	6,586	8,823
CHRYSLER CORP.	16,684	22,109
Ford	20,446	39,497
Mercury	6,120	13,053
Lincoln	1,452	3,744
FORD MOTOR	28,018	56,294
Buick	17,657	20,157
Cadillac	5,343	9,126
Chevrolet	37,887	47,997
Oldsmobile	23,209	30,201
Pontiac	13,207	21,882
GENERAL MOTORS	97,303	129,363
VOLKSWAGEN	1,942	2,850
INDUSTRY TOTAL	146,847	213,316

†—Estimated.

truck industry news

Total is off 22.3 pct., with only compacts showing gains

'80 truck sales off to a slow start

In contrast to the record start a year ago, retail sales of trucks in the first month of 1980 were down in all three market segments. The Japanese-built compact pickups were the only trucks to show an increase over year-earlier totals.

The January count was 235,628 units, according to preliminary reports, a decline of 22.3 percent from the year-ago 303,250, the high for the month. The 1979 total has been revised to include window vans previously counted as passenger cars.

During January, dealers retailed 46,793 compact pickups, an increase of 80.6 percent over last year's 25,908. These vehicles include the Chevrolet LUV, Ford Courier, Dodge D-

Table on Page 22

50, Plymouth Arrow, Toyota, Datsun and Mazda.

Sales of the non-captive compacts during the month were up 135 percent over January, 1979, from 10,313 to a record 24,228 units. Sales in the first month of 1979 were down 15.5 percent from the previous year's 12,208.

The Japanese pickups were somewhat sluggish until the onset of fuel shortages and soaring prices toward the end of the first quarter in 1979. Since that time, however, they have been selling at record levels, and no letup in demand is likely in the near future.

• Total light-truck sales in January were down 22.8 percent from a year ago, from 275,038 units to 212,128. Domestic light-truck deliveries were off even more. The total was 171,107, a decline of 28.4 percent from the year-earlier 238,817.

Medium trucks suffered the steepest decline from a percentage viewpoint. The January count was 7,911 units, off 30.1 percent from last year's 11,324. The heavies, which set records in most 1979 months, were down 8.2 percent, from 16,888 to 15,509.

The Motor Vehicle Manufacturers Assn. estimated that dealers franchised by U. S. manufacturers and factory outlets retailed 211,400 units in January, including the captive imports, down 27.8 percent from last year's 292,937.

Going into February, inventories in retailers' hands were down from a year ago in all three market segments. The total on Feb. 1 was 816,378 units, a decline of 4.5 percent from the year-earlier 854,454.

Unsold light trucks at the end of January totaled 729,138 units, off almost 2 percent from the previous year's 742,876. Mediums were down 35.1 percent, from 51,117 to 33,172, and the heavies were off 10.6 percent, 54,068 versus 60,461.

January sales by Big Three truck dealers showed a 27.4 percent drop from last year. The total, with the captive imports, was 188,331, compared with 259,298 in 1978.

Chevrolet dealers outsold Ford in January for the first

Continued on Page 22, Col. 4

Big Three January truck sales

Ford	1980	1979
Vans	8,935	15,106
Club Wagon	2,329	3,619
Courier	7,791	5,896
Bronco	4,415	6,304
Conv. pickups	45,243	60,645
Mediums	3,325	3,284
Heavies	2,381	2,169

Chevrolet	1980	1979
Vans	9,312	14,922
Sport Van	1,813	2,677
LUV	9,487	7,349
El Camino	4,007	3,750
Blazer	3,276	6,216
Suburban	2,052	3,810
Conv. pickups	41,635	59,570
Mediums	2,937	2,739
Heavies	242	255

Chrysler	1980	1979
Vans	5,414	13,048
Voyager	445	705
Sportsman	1,482	2,386
Arrow	1,708	855
D-50	3,579	1,495
Trail Duster	303	755
Ramcharger	851	2,043
Conv. pickups	6,695	15,501

GMC	1980	1979
Vans	2,515	3,548
Caballero	408	490
Jimmy	753	1,296
Suburban	495	730
Conv. pickups	10,874	13,967
P models	165	430
Mediums	1,997	2,373
Heavies	1,567	1,311
Motor homes		54

'80 sales off 22.3 percent

Slow start for trucks

Continued from Page 14

time since last August, starting off the new year with a margin of 342 units.

The month's sales totaled 74,761 units, off 26.2 percent from last year's 101,288, a record for the month. Included were 9,487 LUV sales, an increase of 29 percent over the 1979 total of 7,349.

Ford reported that its dealers retailed 74,419 vehicles during the month, off 23.7 percent from the previous January's 97,023, also a high for the month. The count included 7,791 Couriers, up 32 percent over the year-earlier 5,896.

The Japanese compacts accounted for slightly more than a quarter of Chrysler's January sales of 20,477 units, a decline of 44.3 percent from the year-earlier 36,788.

During the month, Dodge dealers retailed 3,579 D-50 compacts and Chrysler-Plymouth dealers sold 1,708 Plymouth Arrow compacts. A year ago—in the fourth month since these trucks were introduced as 1979 models—the D-50 count was 1,495 and the Arrow total was 855.

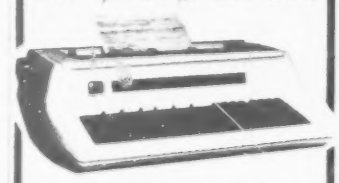
GMC dealers sold 18,674 trucks in January, a drop of 22.8 percent from the record 24,199 retailed in the same month in 1978.

American Motors reported that Jeep dealers retailed 9,171 units during the month, off 39.6 percent from the record 15,175 sold in the same month in 1978. The company said Jeep market share for the first quarter of the 1980 model year was a record 17.5 percent.

Toyota was the top compact-truck seller in the first month. Sales totaled 12,894 units, an increase of 152 percent over the previous January's 5,112.

Datsun was No. 2 during the month with 10,503 sales, up 115.6 percent over the year-earlier 4,871. Mazda dealers retailed 831 units, a gain of 151.8 percent over the 330 sold in the same month in 1979.

The oakleaf SX-330



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factories list auction dates

American Motors

Feb. 19—Aptco Auto Auction, 26911 Gladwin, Taylor, Mich.; Ohio Auto Auction, Grove City, O.; Colorado Auto Auction, 6955 E. 50th Ave., Denver.

Feb. 21 — 166 Auto Auction, 2944 W. Sunshine, Springfield, Mo.

Feb. 22 — Floyd Hauhe Auto Auction, 12000 St. Charles Rock Rd., Bridgeton, Mo.; Concord Auto Auction, Hosmer St., Acton, Mass.

Model breakdown

Auction averages

	February to Date	Jan	Dec
1980	$6,842	$6,187	
1979	5,039	5,414	$5,608
1978	3,774	3,591	3,741
1977	2,826	2,730	3,043
1976	2,274	2,233	2,297
1975	1,893	1,802	1,828
1974	1,380	1,456	1,409
1973	1,114	1,138	1,120
Overall Average	$3,232	$3,175	$3,262

Used car sales

Auction averages

February to date	$3,232
Month ago	$3,161
Year ago	$3,496

Chrysler Corp.

Feb. 18—Southeastern Recon, 1027 Pearl St., Darlington, S. C.; Capitol Auto Auction, 371 Beck St., Baton Rouge, La.

Feb. 19—Hatfield Recon Center, Rte. 309, Hatfield, Pa.; D-A Auto Auction, Waltz Mill Rd., New Stanton, Pa.; Arena Auto Auction, 10355 S. Woodlawn, Chicago; South Seattle Auto Auction, 19443 76th Ave. S., Kent, Wash.; Chrysler Leasing Corp. Used Vehicle Marshaling and Auction Center, 3500 W. MacArthur Blvd., Santa Ana, Calif.

Feb. 20 — St. Pete Auto Auction, 14950 Roosevelt Blvd., Clearwater, Fla.

Feb. 21 — Auto City, 440 McClellan Hwy., East Boston, Mass.; Barberton Recon Center, 5075 Wooster Rd. W., Barberton, O.; Big H Recon Center, 918 Asbury, Houston.

Feb. 22 — Chrysler Corp., Detroit Marshaling Center, 6501 Lynch Rd., Detroit; Meyer & Sons, 6464 Downing St., Denver.

Feb. 25—Southeastern Recon, 1027 Pearl St., Darlington, S. C.

Chrysler sales are restricted to Chrysler Corp. dealers.

Ford Motor Co.

Feb. 19—Metro Auto Auction of Kansas City, 101 W. Oldham Pkwy., Lee's Summit, Mo.

Feb. 20—Dallas Auto Auction, 4226 E. Main, Dallas; Lakeland Auto Auction, I-4 at Hwy. 33, Lakeland, Fla.; Golden Gate Auto Auction, 6010 Stevenson Blvd., Fremont, Calif.

Feb. 21 — Skyline Auto Exchange, 100 Rte. 46, Fairfield, N. J.

141,153 cars built last week

Production steady; far below '79

By Michele Raquepau
Staff Writer

U. S. auto production last week of 141,153 rose 1 percent over the previous week's 139,749, but was down 25.69 percent from the comparable year-ago week's 189,945.

The year-to-date total of 841,513 is off 32.55 percent from the 1,247,632 built by this time, 1979.

General Motors has produced 593,221 cars this year for a 70.49 percent share of year-to-date production. Ford Motor Co. has built 127,071, and has 15.10 percent of the year's production.

The year-to-date breakdown for the other auto makers is: American Motors, 27,006 for 3.21 percent; Chrysler Corp., 77,503 cars for 9.21 percent; Volkswagen of America, 16,298 for 1.94 percent of the total, and Checker, 414 for 0.05 percent of year-to-date production.

All Ford car assembly plants will work this week. Last week, Ford's Louisville, Lorain, Metuchen, Wayne and Wixom assembly plants were down.

All GM points are working this week. Tarrytown worked six days last week.

Chrysler's Newark car plant will be down this week.

Truck production drops 9 pct. to 33,505 for week

Truck production in the U. S. of 33,505 last week was down 9.32 percent from the 36,947 assembled the previous week. Compared with the 83,310 built in the same week of 1979, production was off 59.78 percent.

The 245,101 trucks built so far this year are down 53.89 percent from the 531,603 built by this date in 1979.

Chevrolet has produced 94,979 trucks this year for 38.75 percent of year-to-date production. GMC has built 23,364 for 9.53 percent of the year's total.

The breakdown for the other truck makers was: Dodge, 17,749 for 7.24 percent; Ford, 78,893 for 32.19 percent of the total; Mack, 3,984 for 1.62 percent; White, 1,253 for 0.51 percent; Jeep, 15,400 for 6.28 percent; AM Corp., 1,900 for 0.78 percent; Volkswagen, 2,219 for 0.91 percent, and miscellaneous, 5,360 for 2.19 percent of the year's production.

International Harvester hasn't produced any trucks this year because of a strike that began Nov. 1, 1979.

Ford's Kentucky truck plant is down this week. A Ford spokesman said the company is still feeling the effects of the Budd Co. strike and is unable to get the parts to reopen Kentucky Truck.

Last week, Ford's Lorain van point, Kansas City, Truck, Michigan Truck and Kentucky Truck points were down.

Chrysler's Warren and Missouri Truck plants will be down this week. Jefferson Truck will work all week.

Last week, all three Chrysler truck points were down.

Chevrolet's Detroit assembly plant was down last week because of a strike at Union City Body Co. in Indiana.

Car, truck output in Canada dives 30 pct. for week

Canadian car and truck production last week was down over 30 percent from the previous week and over 40 percent from the same week in 1979.

Last week, 12,659 cars were produced in Canada, off 30.54 percent from the 18,226 assembled the previous week, and down 48.62 percent from the 24,640 built in the comparable 1979 week.

Year-to-date Canadian car production of 100,045 is down 37.46 percent from the 159,964 assembled by this date in 1979.

General Motors has built 70,806 cars this year for 70.77 percent of the year-to-date total. Chrysler Corp. has built 10,755 for 10.75 percent of the total.

Ford Motor has assembled 16,999 autos for a 17.00 percent share, and Volvo has built 1,485 for 1.48 percent of year-to-date production.

Truck production last week of 8,574 was off 31.40 percent from the 12,499 built the previous week. Last week's figure was down 48.11 percent from the 16,523 assembled in the same week of 1979.

The year-to-date truck production total of 67,818 is down 36.17 percent from the 106,242 assembled in the comparable 1979 period.

Ford's St. Thomas and Oakville plants were down last week. Oakville will remain down this week.

Chrysler closed its Windsor car plant Feb. 4. The plant has operated only one day so far this month. The Windsor truck assembly closed Feb. 11 for three weeks. The plant is scheduled to reopen March 3.

U. S. CAR PRODUCTION

	Week Ended Feb. 16, 1980	Same Week 1979	Week Ended Feb. 9, 1980	Feb. to Date	Jan. 1, to Feb. 17, 1979	Jan. 1, to Feb. 16, 1980
AMERICAN MOTORS	4,760*	3,500*	4,760*	11,116*	11,631*	27,006*
Gremlin	.....	.....	.....	.....	.....	.....
Eagle	.....	.....	.....	.....	.....	.....
Concord	.....	.....	.....	.....	.....	.....
'78 AMX	.....	.....	.....	.....	.....	.....
Pacer	.....	.....	.....	.....	.....	.....
Matador	.....	.....	.....	.....	.....	.....
Spirit	.....	.....	.....	.....	.....	.....
CHRYSLER CORP.	11,860	19,851	14,613	32,923	129,394	77,503
Plymouth Total	6,160	8,872	6,564	15,530	47,638	35,335
Horizon	3,150	3,664	3,078	7,528	24,460	20,972
Volare	2,200	4,922	3,352	6,730	22,119	11,388
'80 Gran Fury	780	.....	.....	1,040	.....	2,440
Caravelle	30	286	134	232	1,059	535
Chrysler Total	490	3,017	2,083	3,651	31,160	9,512
Chrysler	190	.....	.....	408	15,307	2,826
LeBaron	300	3,017	2,083	3,243	15,853	6,686
Dodge Total	5,210	7,962	5,966	13,742	50,596	32,656
Omni	2,860	2,901	3,042	7,050	19,250	19,309
St. Regis	630	.....	.....	824	7,772	2,265
Diplomat	140	1,767	966	1,428	8,432	2,845
Aspen	1,580	3,294	1,958	4,440	15,142	8,237
FORD MOTOR	24,683	45,222	15,911	49,994	347,498	127,071
Ford Division	18,023	29,566	10,351	35,168	220,826	92,088
Pinto	.....	4,342	3,194	3,194	23,285	5,456
Mustang II/Mustang	5,552	8,552	4,206	11,430	54,727	25,355
Fairmont	6,650	.....	2,951	12,161	22,789	25,533
Granada	.....	.....	.....	1,536	21,717	9,395
LTD II	.....	976	.....	.....	6,576	.....
Thunderbird	3,821	7,929	.....	4,847	43,661	16,595
Ford	2,000	7,767	.....	2,000	48,071	9,754
L-M Division	6,660	15,656	5,560	14,826	126,672	34,983
Mercury Total	6,660	11,494	5,560	14,776	95,915	31,367
Bobcat	.....	1,058	806	806	6,448	980
Capri	2,112	2,608	1,394	4,066	14,011	7,721
Zephyr	1,978	.....	791	3,621	7,750	8,126
Monarch	.....	.....	.....	334	12,008	2,591
Cougar/XR7	.....	4,574	.....	810	31,321	5,259
Mercury	2,570	3,254	2,569	5,139	24,377	6,690
Lincoln Total	.....	4,162	.....	50	30,757	3,616
Lincoln	.....	2,281	.....	.....	14,966	1,248
Versailles	.....	.....	.....	50	3,649	494
Mark VI	.....	1,881	.....	.....	12,282	1,874
GENERAL MOTORS	94,941	115,815	99,703	233,188	723,301	593,221
Buick Division	18,334	16,755	17,926	42,938	106,973	110,296
Skyhawk	.....	586	.....	.....	3,280	.....
Skylark/'79-'80	4,389	955	4,890	10,907	1,759	31,681
Century	3,743	1,067	3,492	8,523	7,507	20,105
Regal	5,017	5,537	4,489	11,124	37,051	25,614
Buick	3,990	7,033	3,873	9,411	47,441	24,511
Riviera	1,195	1,577	1,182	2,973	9,935	8,385
Cadillac Division	7,264	9,975	7,166	17,488	62,173	42,403
Seville	1,100	1,264	1,098	2,746	8,916	7,686
Cadillac	4,626	6,608	4,544	11,036	40,011	25,817
Eldorado	1,538	2,103	1,524	3,706	13,246	8,900
Chevrolet Division	36,972	48,852	41,926	94,798	301,621	248,388
Chevette	9,690	5,663	10,387	23,659	43,206	61,347
Monza	3,055	5,409	3,047	7,240	22,279	19,771
Camaro	3,270	6,556	2,702	7,046	43,304	17,799
Nova/Citation	9,337	2,189	9,573	22,362	4,924	62,051
Malibu	6,080	8,663	5,448	13,848	58,013	31,816
Monte Carlo	3,220	6,937	3,619	8,311	45,723	19,348
Chevrolet	1,320	12,452	6,168	9,966	77,505	29,536
Corvette	1,000	983	982	2,366	6,667	6,720
Oldsmobile Division	16,989	23,907	17,609	41,476	145,705	106,623
Starfire	.....	393	.....	.....	2,916	.....
Omega/'79-'80	2,542	495	3,059	6,615	922	16,314
Cutlass	6,670	11,681	6,520	15,952	66,932	45,188
Oldsmobile	6,690	9,759	6,736	16,112	64,992	37,978
Toronado	1,087	1,579	1,294	2,797	9,943	7,143
Pontiac Division	15,382	16,326	15,076	36,488	106,829	85,511
Acadian†	450	535	458	1,086	2,423	2,310
Sunbird	3,345	2,097	3,270	7,979	13,642	21,159
Phoenix/'79-'80	2,667	.....	2,731	6,442	.....	17,536
Firebird	2,490	5,014	2,071	5,393	32,368	13,377
LeMans	1,635	2,066	1,625	3,886	15,285	7,819
Grand Prix	2,075	2,378	2,088	5,027	14,595	10,174
Pontiac	2,720	4,236	2,833	6,675	28,516	13,136
VOLKSWAGEN	4,809	2,821	4,692	11,535	16,541	16,298
CHECKER	100*	89	70	200	673	414
Total Cars, U. S.	141,153	189,945	139,749	338,956	1,247,632	841,513

CANADIAN CAR PRODUCTION

	Week Ended Feb. 16, 1980	Same Week 1979	Week Ended Feb. 9, 1980	Feb to Date	Jan. 1, to Feb. 17, 1979	Jan. 1, to Feb. 16, 1980
CHRYSLER CORP.	.....	4,448	.....	1,294	29,862	10,755
FORD MOTOR	648	7,753	6,172	8,834	43,228	16,999
GENERAL MOTORS	11,786	12,259	11,829	26,973	85,650	70,806
VOLVO	225	180	225	540	1,224	1,485
Total Cars, Canada	12,659	24,640	18,226	37,641	159,964	100,045
N. American Cars	153,812	214,585	157,975	376,597	1,407,596	941,558
N. American Trucks	42,079	99,833	49,446	114,129	637,845	312,919
North American Cars and Trucks	195,891	314,418	207,421	490,726	2,045,441	1,254,477

†—All Acadians are built for sale in Canada. *—Estimated.

TRUCK PRODUCTION IN U. S.†

	Week Ended Feb. 16, 1980	Same Week 1979	Week Ended Feb. 9, 1980	Feb. to Date	Jan. 1, to Feb. 17, 1979	Jan. 1, to Feb. 16, 1980
CHEVROLET	15,509	26,835	14,192	35,673	170,886	94,979
DODGE/PLYMOUTH	120	11,951	3,322	5,244	81,443	17,749
FORD	9,018	30,658	10,512	26,256	189,837	78,893
GMC	3,501	7,264	3,756	8,747	48,086	23,364
INTERNATIONAL	.....	3,104	.....	.....	19,896	.....
MACK	620	769	635	1,539	5,157	3,984
WHITE	200	376	200	478	2,264	1,253
JEEP	2,620*	3,700*	2,524*	6,154*	23,640*	15,400
AM CORP.	430*	400*	446*	1,054*	2,688*	1,900
VOLKSWAGEN	687	.....	560	1,505	.....	2,219
MISCELLANEOUS	800	900	800	1,920	6,300	5,360
Total Trucks, U. S.	33,505	83,310	36,947	88,570	531,603	245,101

CANADIAN TRUCK PRODUCTION

	Week Ended Feb. 16, 1980	Same Week 1979	Week Ended Feb. 9, 1980	Feb. to Date	Jan. 1, to Feb. 17, 1979	Jan. 1, to Feb. 16, 1980
CHRYSLER CORP.	.....	2,181	1,522	2,148	13,909	3,097
FORD MOTOR	3,204	6,220	4,478	9,146	35,921	23,659
GENERAL MOTORS	4,278	6,141	6,073	12,649	43,364	35,594
AMERICAN MOTORS	502	1,453	.....	502	9,081*	3,258
INTERNATIONAL	465	360	299	812	2,845	1,419
MACK	60	74	62	146	531	396
WHITE	65	94	65	156	591	395
Total Trucks, Canada	8,574	16,523	12,499	25,559	106,242	67,818
N. American Trucks	42,079	99,833	49,446	114,129	637,845	312,919

Jeep includes commercial vehicles only. AM General includes government-destined vehicles.
**—Revised †—Now includes van production.